Application Data Sheet

Application Information

Application Type:: Regular Subject Matter:: Utility

Title:: Methods and apparatus for promoting sales by reducing

the purchase price at the time of sale for randomly

selected products or purchasers

Attorney Docket Number:: D-23
Request for Early Publication?:: No
Request for Non-Publication:: No

Applicant Information

Applicant Authority Type:: Inventor Primary Citizenship Country:: USA

Status:: Full Capacity

Given Name:: Dan
Family Name:: Ariely
City of Residence:: Cambridge

State or Province of Residence:: MA
Country of Residence:: USA

Street of mailing address:: 132 Antrim Street

State or Province of mailing address:: MA
Country of mailing address:: USA

Postal or Zip Code of mailing address:: 02139

Correspondence Information

Correspondence Customer Number:: 021253

Assignee Information

Assignee name:: Massachusetts Institute of Technology

Street of mailing address:: 77 Massachusetts Avenue

State or Province of mailing address:: MA
Country of mailing address:: USA
Postal or Zip Code of mailing address:: 02139